Where there's a Man...

The cigarette designed for men that women like

there's a Marlboro

The Marlboro Filter. Cellulose acetate is the modern effective filter material for cigarettes. This unretouched photo shows the cellulose acetate in just one Marlboro exclusive Selectrate Filter.

—with a filter that delivers a smoke of surprising mildness

YOU GET A LOT TO LIKE . . . FILTER, FLAVOR, FLIP-TOP BOX

(From a prized recipe of the world's great tobaccos)

Sturdiest box of all—with exclusive self-starter

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Source: https://www.industrydocuments.ucsf.edu/docs/kpln0003

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